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STRATEGIC ASPECT OF THE USE OF VIRTUAL BRANDS IN THE CONDITIONS OF THE EXPERIENCE ECONOMY

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In the conditions of the economy of impressions, it is especially important for enterprises to use information that would be able to exert both a rational and an emotional influence on the subjects of the external and internal environment, especially consumers and partners. To ensure the formation of a strong influence, it is necessary to develop measures for the use of brands in a strategic aspect. Since the Internet space is the most in demand in today's conditions, it is advisable to present such brands and information about them on the websites of enterprises, to use the brand websites of products, investment and innovation projects, that is, to realize influence through the formation of virtual brands.

The brand of the enterprise informationally positions it in the external environment and helps to acquaint the general public with the strategic direction of development in business [1]. Since the modern economy is an economy of impressions, it should be perceived as a synthesis of virtual and real components thanks to the use of the latest information technologies. It is in the enterprise brand that they can and should unite, creating a synergistic effect on the internal and external environment of the business entity and forming emotional markers of cooperation with it. Globalization, as one of today's leading trends in socio-economic development, encourages enterprises to consolidation of product brands and functioning under the basic brand in order to create information transparency for consumers and partners and simplify the search for information messages in global and local networks. Along with this, the risk of a decrease in the popularity of the overall brand increases, that is, the business risk and, accordingly, the costs of its creation, use and maintenance increase. When investing in an enterprise, investors, first of all, invest them not only in products and technologies, but in the reputation of the brand, that is, the image of the business entity in the circle of business partners and consumers.

In today's conditions, when subjects of the external environment make decisions about cooperation with the enterprise, they must take into account the future impact that this cooperation will have due to the achieved results on all subjects of the

business environment and their impressions. Thus, cooperating with the enterprise, consuming its products, investing in its activities is an investment in reputation, which differs from the image in the presence of trust, the image and brand of the enterprise, which it can then use as an additional investment resource based on the trust it has formed.

When choosing a strategy for using a brand, the company must first of all decide on the form of its presentation: real or virtual, that is, electronic (in this case, it is appropriate to talk about e-brands). This issue is extremely important in connection with the spread of the latest information technologies and efforts to build a post-industrial society in Ukraine, as well as in connection with various approaches to the formation of real and e-brands in the form of brand sites. To establish relevant and closer ties with market subjects, managers should not rely only on the traditional form of brands, but to achieve a significant media effect, use fundamentally new approaches to communications, obtaining maximum benefits. Depending on the specific capabilities and preferences of partners and consumers, enterprises should use both traditional and virtual communication channels.

The development of virtual communications allows the enterprise to conduct PR campaigns, advertising and individual work and to expand their influence on the audience. The advantages of implementing integrated communications in electronic form are as follows: relatively low cost compared to real ones; high index of useful action; a high level of controllability in real time due to the control of creativity and errors in planning, which are detected when using traditional means with a significant delay; the possibility of quick repositioning of the brand in accordance with the expectations of the audience; interactivity based on the application of software products that allow the advertising product to respond to the actions of users according to their geographical location, gender characteristics, financial capabilities, etc.; contextuality taking into account semantic activity; mobility in the use of electronic "sites" for advertising messages.

It is possible to depend on the size of the enterprise with the types of virtual communications. Large enterprises, and especially those that plan to invest in information technology projects or high-tech products, use large-scale virtual communications, medium ones - try to make them dotted with the use of Internet advertising messages, small ones - use electronic mail. But the studies conducted in Ukraine proved that the promotion of virtual communications is carried out very slowly: traditional advertising agencies do not actively try to offer internet services, enterprises do not turn to professionals for them, and online programmers act separately, therefore the segment of virtual communications is not growing fast enough.

Typical integrated communications of an enterprise on the Internet should consist of the following stages:

creation of the company's official website, or an alternative internet project dedicated to a separate product or investment or innovation project;

Attracting the largest possible number of users from among the target audience using such methods as: first, advertising in banner networks that work with a large number of sites (its disadvantage is insignificant user feedback); secondly – banner

advertising on thematic "grounds"; thirdly – address mailing by e-mail; fourth - purchase of permanent banner places in ethical catalogs, contextual advertising in search networks, ads on thematic forums and specialized sites.

Addressed mailing in the system of traditional communications, as a rule, is associated with spam, that is, aggressive and intrusive information behavior. But it also has positive features, the main one of which is the ability to provide users (partners or potential investors) with detailed information about an investment proposal that may remain outside the scope of traditional messages. In order to get rid of negative features, it is advisable to use the following rules in the process of organizing the mailing:

- determine as precisely as possible the active audience interested in receiving information, using the analysis of their investment activity, surveys and questionnaires;

- try to create a sense of trust among users with the help of the latest technical measures.

Since trust is the main condition for the formation of positive impressions among consumers and partners, it is advisable to always use the principle of personification to form lasting positive impressions about a product, project or enterprise. In this process, it is advisable to rely on their active unsatisfied needs. Otherwise, such communication actions will negatively affect the image of the company and its reputation.

As for brands, they can be placed on the Internet in two main ways [2]:

- create representative sites that are saturated with information and constantly updated (for large and financially capable enterprises);

- post branding articles, which allows you to create a motivational background (for medium-sized enterprises);

- create brand sites with emotional coloring for small businesses.

internet marketing or communication management manager into the staffing schedule , whose duties will be direct work with the latter or independent support of current communication programs. Regardless of the size of the company and its financial capabilities, it is advisable to entrust the market entry of the brand only to professionals who can be hired for individual consultations or for the implementation of communication companies as a whole.

Brand sites are the most effective form of virtual communications . For their effective perception in a strategic perspective, it is advisable to use the following four components:

- information about the enterprise (its competences, gains obtained as a result of management) or products, its advantages compared to competitors or an investment project (rational and emotional benefits);

- a set of methods that ensure the quality of visual presentation of information;

- interactive interaction, which provides for the quality of navigation in the new channel;

- technologies, that is, formats and systems for transmitting information.

Information, as the first component, should organically fit into the philosophy of the existing brand in the traditional presentation and, at the same time, present its

possibilities in a new aspect. The quality of the visual presentation of information should depend on the expectations of the subjects communication process, their active unsatisfied needs. It is important that information is presented at the speed of possible perception, accompanied by appropriate dynamic effects that would be related to the essence of the object or the business orientation of the enterprise. It is expedient to place interactive interaction in direct dependence on the volume of information needs of subjects and their willingness to cooperate. Formats and systems for transmitting and receiving information should have a direct dependence on the level of activity of the potential audience of influence (active or passive), its socioeconomic position and stage of the life cycle.

The most accessible format of brand sites is the Internet, as it is able to create the best conditions for building interactive and personalized communication relationships between enterprises and potential partners and consumers. Interactive digital television and commercial channels are designed for the general public and therefore it is advisable to use them only for PR actions. The high cost of these channels limits their use for medium and small enterprises, which is beneficial for large and concentrated brands that will be able to develop their presence in a low-competitive environment, which will allow them to form a sufficiently high level of loyalty to them in the business environment.

The functions of brand sites in the process of economic activity are as follows: transfer of information about the company's achievements and opportunities to the target audience regarding potential business; support of relations with the public on the basis of conducting electronic PR actions; information impact on the target audience based on dominance on the created channel; market research; transfer of background information about the company, product or project at the request of site users.

All the mentioned functions correspond to the directions of work (advertising, PR campaigns, individual work) with a potential audience of influence according to the main features of the economy of impressions, which can contribute to the formation of a balance of rational and emotional impressions.

Brand sites can be divided according to three main features: rational or emotional influence, the complexity of their construction technologies, and the level of personalization of messages. The addition of the first feature corresponds to the features of the economy of impressions and the strategic aspect of the use of brands.

Types of brand sites include the following. Site-history is a non-directed communication channel, on which it is advisable to place general information about the enterprise, its history of creation, main achievements. Communication subjects can get these data from other sources, so the effectiveness of such a brand site is low and it can be used as the first attempt of an enterprise to declare itself, to arouse rational or emotional interest, in addition, its creation does not require significant financial costs. Such brand sites can be used only at the initial stage of forming impressions, and then it is advisable to replace them with more informative types. Regarding general brand strategies, such a site corresponds to a strategy of reduction or gradual growth and can be identified by the general classification of brands as young, aging, supporting or growing or flanking. It is characterized by a low level of

personalization and technologies of formation and use, as well as rational or emotional depending on the preferences and expectations of the subjects.

Informationally rational sites of the enterprise, products or project should be used for their presentation with the help of high technologies. These sites are more attractive to highly professional and technically trained users of information who are interested in receiving information about the results of enterprise management. Thanks to the fact that such sites are able to collect information about the direction of the interests of users, they can be quickly adapted according to a certain direction of the greatest interest of the audience and updated. This brand site will correspond to the supporting, protective, flanking brand of the enterprise to form rational impressions of market subjects. Such brand sites are highly personalized, but with a rational direction of information. Strategies of brands that are advisable to use - gradual growth or growth. Such sites have a rational personification

Emotionally oriented information sites, which are also characterized by high information technologies, are characterized by high personalization, but the essence of information sites is the opposite of the previous ones. It is possible to achieve this on the basis of addressing his active unsatisfied needs, that is, on the basis of personalization of the information posted on the brand site and its updating in the process of their change. Therefore, in this case, it is advisable to use brand sites for the target audience. Such a channel can correspond to the overall growing, inbound, supporting, outbound, protective and inbound, niche and donor brand of the enterprise. As for brand strategies, it is advisable to use growth strategies based on the emotional component or development.

To reduce information pressure and high personalization, it is possible to use information channels, which do not require the use of the latest technical and technological means. High-tech information sites of the enterprise for the target rational sites for the same audience involve the use of complex data management systems, which increases their cost. Therefore, it is possible for users with insufficient technical training to use information channel sites. A high level of personalization, ease of use and an emotional component make the use of this type of site appropriate in the process of working with priority groups of users. Then the enterprise brand can be impressive for the emotional component and moderate for the rational one, and the strategy of its use as a functioning strategy.

In the modern conditions of the development of the economy of impressions, market subjects act as consumers of future profits and side effects from cooperation with the company in the strategic period, therefore it is necessary to interest them in information about the advantages of establishing partnership relations and attract them to invest not only with rational messages, but also with emotional information, which high-tech brand sites are able to convey almost at the same level as direct communication. After all, the more developed a brand site is, the more opportunities it provides for the development of loyalty to the company. That is, it is able to significantly influence the formation of a positive reputation, loyalty and image of the business entity. It is important to remember that, regardless of their individuality, it is advisable to build and use brand sites based on a clear message logic with a simple, clear and convenient interface. In addition, the use of a modern brand site will

positively affect the image of the enterprise, as it will confirm its status as a highly developed, stable, modern enterprise that plans its development and takes care of establishing and maintaining partnership relations. Today, it is indecent for a company not to have a brand site, because it will not confirm its status as an innovator and will negatively affect its image.

The main task of informing a certain audience about the benefits of cooperation with the company, which can be both rational and emotional, is to resolve the issue of the orientation of information presentation in brands. It is worth noting that it is inappropriate to clearly position brands regarding the types of benefits and needs of market subjects, it is appropriate only to distinguish between them in real and virtual presentation, in order to exert a comprehensive influence on potential consumers and partners from the standpoint of achieving their rational and emotional goals and satisfaction primary and secondary needs.

Summarizing the practice of using brand sites by advanced enterprises in economically developed countries, it is possible to form certain strategic recommendations for their successful application in the process of managing industrial enterprises [3]:

- simple navigation of the site using its name, which should be coordinated with the name of the company, use it completely or apply keywords, because brand sites that are difficult to find will be perceived as unfriendly to the external environment;

- internal navigation in the brand site should be provided with sufficient speed, useful from a rational and emotional point of view and accompanied by a three-dimensional multimedia image;

- use of the latest technologies and innovative methods of design and implementation;

 - exchange of messages with partners and potential investors;

- the use of traditional media to stimulate the use of online and attract new site users;

- gradual building of individual relations with representatives of the external environment with the help of interactive opportunities, which is one of the essential advantages of brand sites and their difference from traditional mass media, thanks to which it is possible to increase the perception of the value of investment projects or the enterprise as a whole, as an attractive business object;

- the use of pop-up hypertext pages with detailed information about an investment project or enterprise, provided that it implements a policy of full investment transparency;

- regular modernization and updating of the site with the aim of attracting attention, forming motives for action, achieving satisfaction of rational and emotional needs of users based on its personalization and openness (socialization);

- the use of sound effects, three-dimensional space and the necessary speed to present messages;

 - maximum personalization using e-mail;

 - security of e-transactions;

- the use of indirect stimulation in the use of the site through the sale of its advertising space;

using a search system that has a setting;

the desire to include in information messages an emotional component, which can be implemented by addressing the secondary needs of the investor or, for example, by placing personal information about the best employees of the company, which will help create the effect of information openness, that is, investment transparency;

using network links to brand sites of other investment projects and vice versa;

interactive construction of messages, which is the main feature of brand sites and their difference from traditional mass media. Interactivity will increase the perception of the value of the enterprise's investment proposals, depending on the effort spent by users to receive them. The proactivity of information channels should consist in the active communication of the enterprise with potential investors, on the one hand, and in the active search of sites by the latter, on the other.

One of the main conditions for the success of brand sites is their openness, which can be achieved through online messages such as online multiplayer games and chat rooms. Network games are a virtual controlled environment in which interested users (potential investors) have the opportunity to participate in the development of experimental investment projects, or in the finalization of their possible options according to their own scenarios in order to obtain the probable results of the implementation of projects and to draw a conclusion about the feasibility of participation they. If several users of brand sites will participate in the development of such game projects , this will allow them to feel the level of competition in investing and make a significant attempt to build collective values regarding investment activities in this direction. Chat rooms are the second type of brand sites that can be used as an individual communication tool, but their users are less structured than in the first case (online games) and more socialized, so it is possible to expect their greater segmentation, which is a positive phenomenon and can be used for evaluation investment projects or investment activities of the enterprise in a multifaceted space. The topic for discussion in chat rooms should be the company's proposals for cooperation. The main task of brand sites in this case is to promote active communications in a virtual environment. If the chat rooms are more socially structured, then the conferences have the task of exchanging information in the case of a weak social structure of users. When organizing brand sites in the form of a conference, users have the opportunity to leave their information about an investment project or process, get acquainted with announcements or information of others from this forum.

The significance of the above-mentioned online entities lies in maintaining interest in the enterprise as an attractive business object, forming and revealing public opinion about it, influencing the positive perception of the enterprise's brand and maintaining its positive image and reputation. The interactivity of brand sites makes it possible to strengthen the closeness of relationships between the enterprise and the external environment in general and potential partners, to determine their predominant interests, needs and values. An important condition for the success of brand sites is the ability to create and use sensory effects with the help of 3D graphics and sound to convey images that in the real world, representatives of the external environment, as a rule, cannot see. It can be a live image of the company's

employees, an image of the product, the production of which is expected to be invested, a demonstration of its operation.

A brand site will effectively perform its functions when it provides active feedback to the representatives of the external environment for which it was created. With the help of brand sites, it is advisable to conduct online market research, and based on the number of visits and appeals to it, draw a conclusion about the stage of the brand's life cycle and the effectiveness of the brand site in general. It is the development of two-way communications between the enterprise and the external environment in the process of management that is a criterion for the effectiveness of a brand site, which should be measured by the number of participants in interactive communication, proposed proposals or contracts, or the amount of additional economic resources involved in a certain period of time. If the volume (quantitative value of indicators) of two-way communications is not significant, it means that the potential of the brand site is not fully used or managers treat it as a one-way communication channel. In order to start stable and strong informational, and then financial relations, it is necessary to attract subjects of the external environment to constantly use the company's brand site, then the latter will be able to acquire a sustainable positive image.

It is possible to develop internal and external brand sites under the condition of implementing a policy of limiting the transfer of commercial and important information, if it is significantly limited, it is advisable to develop and use the brand site only as an internal one. The advantages of internal use are: a clear understanding of the need to use the brand, familiarization with the company's development prospects, its general and functional direction, increasing the level of staff cohesion, their awareness of the expectations of partners and investors, the external environment in operational mode, which will increase the company's adaptability to external changes; shortening the time for making management decisions and increasing the level of their validity; reducing the amount of preparatory management work by increasing the level of automation of work and using the corporate knowledge base based on simplifying access to information.

Thus, according to modern trends in the world economy, which are also inherent in Ukrainian business, the use of brands is an integral part of the enterprise's activity, which will bring it success in the conditions of the development of the economy of impressions thanks to taking into account the active unsatisfied needs of the subjects of the internal and external environment. Summing up, it is possible to draw the following conclusions regarding the relationship between real and virtual brands in the context of business.

The economy of goods is gradually turning into an economy of impressions, which is characterized by the orientation of market subjects to diversity, which can be achieved by experimenting with items of acquisition, production, directions and objects of business. Enterprise brands must correspond to modern trends in changes in future priorities, which consist in increasing the "diversity" of expectations of the subjects of the external environment, that is, their users, which is a trend inherent in the economy of impressions, which is the modern economy of the 21st century. In this regard, brands should develop empirical relations with potential partners and

consumers based on the use of mostly virtual brand sites and a symbiosis of rational and emotional impressions.

The economy must satisfy certain needs of subjects of economic relations, the core of whose behavior is the existence of active unsatisfied needs. Therefore, in the process of management, recipients should conduct such a policy of interaction with the external environment, which would be aimed at meeting these needs, take into account the expectations of donors and meet their goals, consolidating the efforts of both donors and recipients based on the creation and maintenance of semantic and economic trust at the expense of use of online and offline technologies for working with brands.

In today's conditions, according to the development trends of the impression economy, the competition between two business models: real and virtual is gradually increasing. As for the economic activity of enterprises, its success largely depends on the information and attractiveness of enterprises, which can be achieved using both a real way of presenting information and brand sites of enterprises. Their mutual use strengthens the effect of trust and the overall impression of the brand, strengthens its position and increases its attractiveness. Economic trust in brand sites can be ensured by cryptographic protection, secure data transfer protocols, low transaction costs, simple navigation (with the development of the Internet, the need for a simple and informative brand name, i.e. a high level of awareness, is increasing). It is much more difficult to form emotional (semantic) trust, because it is based on economic trust, and is dependent on the existing and used information technologies, their level of progress and on the impressions received as a result of communication with the brand in the real economy. In order for a brand site to have an emotional impact, it must reinforce the impressions users have had in the real economy through offline channels through multi-sensory means, because the differences between virtual brands are less significant than real ones. They lack emotional influence, which is one of the necessary components of the decision-making process about management. It is necessary that real and virtual brands, regardless of their type, have both a rational and an emotional impact on users. The emotional influence acquires special importance in the process of using emotional and ethical brands of enterprises.

Thus, the viability of brand sites depends on their ability to convey the impression of the economy by technical and informational means. To this end, it is advisable to integrate the use of real and virtual brands. They will allow potential partners to obtain reliable information about the company's capabilities, to form economic trust based on familiarization with the company's resource potential, financial reliability, which will ensure competitiveness, and in a strategic perspective, their profitability.

Communication with the help of a brand has a two-way symmetrical information orientation: from the enterprise to the user entities and vice versa. Such orientation enables both communicators to receive reliable information in a specified period in order to meet the needs of reducing investment risk. One of the features of real management is its long-term nature. It is possible to maintain interest in the company and its brand not only among direct partners, but also among potential partners through the creation of virtual communities of partners, i.e. positive-minded, loyal partners who not only participate in investing, but also pass on information to others

about this process, results their relationships with a specific enterprise, its advantages and individual disadvantages. This step of creating an information community around the brand creates an opportunity to extend the life cycle of the enterprise, product, and increase the viability of the investment proposal. The formation of such information communities will allow enterprises to simultaneously achieve several goals: to form an effective and interested target audience that is able to mobile respond to information messages based on the use of a new means of communication, which gives the enterprise the opportunity to have objective information about what qualities of the business object the partners prefer; to increase the level of audience loyalty to the enterprise brand and investment project, precisely this loyal audience are potential partners and investors in the near future; interactive communication with the audience prevents the creation of an information vacuum, which can contribute to the spread of rumors, the generation of doubts and mistrust.

In the conditions of the economy of impressions, approaches to the creation, development and management of brands should reflect new (virtual) business models in the most significant markets for the enterprise and in important (profitable) directions and effectively combine them with traditional (real) ones, which will ensure maximum benefits with minimal risks business development. In order to achieve optimal levels of satisfying the needs of brand users, and in this context potential investors, regional administrations and local governments, enterprises need to use high information technologies and rely on cultural and social, i.e. secondary, needs of users, harmonizing them with primary ones, which is expedient achieve a combination of rational and emotional benefits. An important component of the success of branding in investing is the ability to use and establish direct individual contacts, which guarantee a high level of satisfaction of both emotional and rational needs. Strategies for the development of modern brand sites should be built taking into account three components: the level of progressiveness of technologies (simple or high), detailing of messages (unified or personalized) and their focus on simple information exchange or social interactions and structuredness (weak or rigid). Brand site development tactics should take into account such advantages as proactivity , interactivity, personal communications, simple navigation and feedback. An important task of brands is the formation of trust on the basis of semantic and investment activity in order to establish effective relationships between the enterprise and the external environment in the process of investment activity.

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